

The the event, into
direct confrontation
with



**ASSIGN
BUSTER**

The innumerable channels in the television industry are always looking at other entertainment avenues to provide software for their channels.

Especially so given the popularity of film, music and sports based shows in terms of the TRPs. In 1997, the delayed telecast of the Lata Mangeshkar live concert recording topped the TRP charts propelling Sony Entertainment Television, the channel that broadcasted the event, into direct confrontation with Zee TV as a serious competitor. Ground based events with more than just game shows as contents will need to be conceptualized.

Adding a new element to the software is very essential and this will be a challenge as well as an opportunity for the few event organizers who can dare to think different and originate new concepts to capitalize on this. Given the power of the Internet, more than television, web-based events will diverge out as products of the new generation along with the omnipresent and ubiquitous TV and Radio.